

Callers Couseled in Spanish

Quit Line Data Summary

April 1 - June 30, 2004

	<u>Span. Speak</u>	<u>State</u>
Number of Calls to Quit Line	N = 38	N = 2,932
Percent of Statewide Calls	1.3%	100.0%
Percent of State Population in County¹	NA	100.0%

	<u>Span. Speak %</u>	<u>State %</u>
Gender	N = 11	N = 2,604
Female	27.3%	62.4%
Male	72.7%	37.6%
Race/Ethnicity	N = 10	N = 2,203
Hispanic	100.0%	3.7%
Age	N = 9	N = 2,425
Less than 18 years old	0.0%	1.8%
18 - 24 years old	33.3%	14.6%
25 - 34 years old	22.2%	22.7%
35 - 44 years old	22.2%	27.4%
45 years and older	22.2%	33.5%
Education	N = 10	N = 2,312
Did not graduate high school	20.0%	20.6%
High school graduate	70.0%	35.9%
Some college/vocational school	10.0%	33.6%
College graduate	0.0%	9.9%
Caller Type	N = 11	N = 2,700
General Information	18.2%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	81.8%	85.6%
Payer Type	N = 5	N = 1,873
Insured	40.0%	31.1%
Uninsured	60.0%	30.3%
Medicaid	0.0%	38.6%
Heard About	N = 9	N = 2,176
Past caller	0.0%	15.2%
Employer/worksites	0.0%	0.9%
Health care provider	11.1%	31.3%
Television	0.0%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	22.2%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	22.2%	6.1%
Family or friend	22.2%	23.9%
Health Department	22.2%	6.3%
School	0.0%	1.3%